

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method of communicating a command to a controllable device $[(130)]$, comprising the steps of:
 $[\bullet]$ generating a watermark comprising the command, which is to be executed by the controllable device; $[(130),]$
 $[\bullet]$ generating a watermarked signal $[(120)]$ comprising the watermark and an information unit $[(116)]$ to be transmitted to the controllable device; $[(130),]$ and
 $[\bullet]$ transmitting the watermarked signal $[(120)]$ to the controllable device $[(130)]$ for causing the controllable device $[(130)]$ to execute the command.
2. (Currently Amended) A method as claimed in claim 1, wherein the watermarked signal $[(120)]$ is generated in a first domain ~~by outputting a watermark signal representing the watermark to the first domain for merging the watermark signal with an information signal representing~~ and the information unit $[(116)]$ is generated ~~in the first~~ a second domain.
3. (Original) A method as claimed in claim 2, where the first domain is one of the acoustic domain and the visual domain.

4. (Previously Presented) A method as claimed in claim 2, where the second domain is the electrical domain.

5. (Currently Amended) A method as claimed in claim 1, where the command relates to at least one of: control of a physical movement of a part of the controllable device `[(130)]`, rendering of an audio output by the controllable device `[(130)]`, rendering of a visual output by the controllable device `[(130)]`, and adjusting a value for at least one parameter associated with the command.

6. (Currently Amended) An arrangement for remotely controlling a controllable device [(130)], comprising:

[(•)] embedding means [(113)] for generating a watermark comprising [the] a command, which is to be executed by the controllable device; [(130),]

[(•)] watermarking means [(114)] for generating a watermarked signal [(120)] comprising the watermark and an information unit [(116)] to be transmitted to the controllable device; [(130),]

[(•)] output means [(115)] for transmitting the watermarked signal [(120)] to the controllable device [(130)] for causing the controllable device [(130)] to execute the command; [,]

[(•)] receiving means [(131)] for receiving the signal in the controllable device; [(130),]

[(•)] decoding means [(132)] for obtaining the information unit from the signal and obtaining the command from the information unit; [,] and

[(•)] executing means [(133)] for executing the command.

7. (Currently Amended) A controlling device arranged for communicating a command ~~in a first domain~~ to a controllable device, comprising:

[[•]] embedding means [[(113)]] for generating a watermark comprising the command, which is to be executed by the controllable device; [[(130),]]

[[•]] watermarking means [[(114)]] for generating a watermarked signal [[(120)]] comprising the watermark and an information unit [[(116)]] to be transmitted to the controllable device; [[(130),]]

and

[[•]] output means [[(115)]] for transmitting the watermarked signal [[(120)]] to the controllable device [[(130)]] for causing the controllable device [[(130)]] to execute the command.

8. (Currently Amended) A controllable device arranged for receiving a command ~~in a first domain~~ from a controlling device, comprising:

[[•]] receiving means [[(131)]] for receiving [[the]] a watermarked signal in the controllable device; [[(130),]]

[[•]] decoding means [[(132)]] for obtaining [[the]] an information unit from the signal and obtaining the command from a watermark in the information unit; [[,]] and

[[•]] executing means [[(133)]] for executing the command.

9. (Original) A computer program product being arranged for causing a processor to execute the method of claim 1.

10. (Currently Amended) A method of presenting an advertisement [(430)] to a user [(420)], comprising the steps of:

- [(•)] generating a watermark comprising [(the)] a command, which is to be executed by the controllable device [(232)], the command being related to presenting an advertisement; [(430),]
- [(•)] generating a watermarked signal [(120)] comprising the watermark and an information unit [(116)] to be transmitted to the controllable device; [(232),] and
- [(•)] transmitting the watermarked signal [(120)] to the controllable device [(130)] for causing the controllable device [(130)] to execute the command by generating the advertisement [(430)] and presenting the advertisement [(430)] to the user [(420)].

11. (Currently Amended) A method as claimed in claim 10, further comprising the steps of:

- [(•)] maintaining a user profile [(411)] for the user [(420)] based on a sale of a controllable device [(130)] to the user; [(420),]
- [(•)] determining using the user profile [(411)] a product that the user is likely to want to buy, and
- [(•)] adding an identifier for the product to the command.

12. (Currently Amended) A signal [(120)] comprising an information unit [(116)] in which a watermark is embedded, the watermark comprising a command to be executed by a controllable device [(130)].

13. (New) An apparatus for remotely controlling a controllable device, comprising:

an embedding module for generating a watermark comprising a command to be executed by the controllable device;

a watermarking module for generating a watermarked signal comprising the watermark and an information unit to be transmitted to the controllable device; and

an output module for transmitting the watermarked signal to the controllable device for causing the controllable device to execute the command.

14. (New) The apparatus of Claim 13, wherein the watermarked signal is generated in a first domain and the information unit is generated in a second domain.

15. (New) The apparatus of Claim 14, wherein the first domain comprises one of a visual domain and an acoustic domain, and the second domain comprises an electrical domain.

16. (New) The apparatus of Claim 14, wherein:

the modules form a portion of one of: a television and a loudspeaker; and

the information unit comprises at least a portion of one of: a television program, a radio program, a movie, an advertisement, a picture, and a sound.

17. (New) An apparatus for receiving a command from a controlling device,
comprising:

a receiving module for receiving a watermarked signal comprising a watermark from the
controlling device;

a decoding module for obtaining an information unit from the watermarked signal and
obtaining a command from the information unit; and

a executing module for executing the command.

18. (New) The apparatus of Claim 17, wherein the watermarked signal is
generated in a first domain and the information unit is generated in a second domain.

19. (New) The apparatus of Claim 18, wherein the first domain comprises one of
a visual domain and an acoustic domain, and the second domain comprises an electrical domain.

20. (New) The apparatus of Claim 17, wherein:

the modules form a portion of one of: a mobile telephone, a television receiver, a stereo, a toy, a handheld computer, and a personal digital assistant; and

the information unit comprises at least a portion of one of: a television program, a radio program, a movie, an advertisement, a picture, and a sound.